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ABSTRACT OF THE DISCLOSURE

An LCD illuminating device is equipped with a light guide device for guiding light from LEDs for illumination to a display panel, and illuminates segments on the display panel when a subject image is dark. The light guide device comprises a light guide with reflecting surfaces of which are parabolic in shape. The LEDs are located substantially at focal points of the parabolic reflecting surfaces so that the segment in a diffusing state on the display panel can be illuminated in a bright and uniform manner.